All the Latest Financial News with the Latest Stock Market Quotations

Holland Says Vast Movement of Troops Brings Confidence of Public.

Frank Trumbull, who has given, for some years, much of his time to perfecting a campaign of education with intent ultimately to persuade Congress to recognize the railroad situation and having done that, so to change the law as to make it possible for the railroads fully to co-operate with the recopie will understand that there is an obligation upon them fully to co-operate with the railroads, could not have dreamed in 1914 that the government itself would initiate the very itself would initiate the very campaign of education of this

kind.

Already some of the leading members of Congress and, it is understood in New York, some of the members of the administration in Washington as well as President Wilson himself, are looking for such changes in the laws and in the regulation of the railroads as will enable them to secure the congression of the scople by giving Gul operation of the people by giving full measure and fair service to the people. Word comes from Washington that it is possible, in fact probable, that

Congress at its next session is at least soon after the war is ended will shopt a constructive policy with re-spect to the railroads and will discard the destructive reformation which has een a feature of national and State

acted the effective continued and the reasonable service followed by the support and others who sought to buy transportation complained, saying that the American railroads were running down and that reasonable service fould not be obtained.

The Sanator intimates that efficiency with have been maintained and interest of this year. Senator Newlands is quoted as hav-as said that since April of this year

April of this year is simply wonderful. The Senator is furthermore quoted as saying that "the railways ran behind in the matter of efficiency until, under the pressure of war-time activities which have been forced upon the people, they are realizing that they are realizing that they were empled by the very policy of conservation of their financial resources."

Wherein Difficulty Lays.

Railway managers say that ap-parently Senator Newlands overlooks the fact that the railroads today are achieving wonderful results in the way of efficiency simply because "he government has practically although government has practically atmosphish tactily permitted the suspension of the federal statutes. Were the railway marigers who now compose the railway war council at Washington to have undertaken before 1915 to do the things they are now doing they would have subjected themselves to prosecution. The government would have entered suits charging these managers with violating the Federal As the railroads were unshie before 1915 to obtain fresh capital with which to make improvements, to enlarge terminal facilities and secure as adequate amount of equipment, and, as wages were constantly increasing, there was nothing list for the managers to both to economize in every direction, some of them were accused of "cheese paring."

Now the government permits the railway managers to bring linto perfect co-operation and to co-ordinate, as though all the systems of the United States constituted a single unit, the various railroad companies of the country. That has made efficiency possible, and in private or in
Medican Fetroleum. able before 1915 to obtain fresh cap-ital with which to make improve-ments, to enlarge terminal facilities elency possible, and in private or in-formal conversation every one of the National E. & S. pfd.
National Lead members of the rallway war council at Washington has said that this ef-

EQUITABLE

ficiency could not have been secured had not the government permitted the railroads to be so co-ordinated that they substantially have become a sin-

gle unit. Great economies have there-by been effected. The railroads, co-

incidintally with the starting of the third division of the national army for the training camps ten days ago,

CO-OPERATIVE BUILDING ASSOCIATION

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JOHN JOY EUSON, President FRANK P. REESIDE, Secretary

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Swartzell, Rheem & Hensey Co., 727 Fifteen Street Northwest.

W. B. Hibbs & Co.

New York Stock Exchange.
New York Cotton Exchange.
New York Cotton Exchange.
Chicago Board of Trade.
Washington Stock Exchange.
LOCAL SECURITIES bought and sold
of same favorable terms as we offer for
trading to New York stocks and bonds.

Hibbs Building

day's session of the Washington
Stock Exchange, at 801-4 early, to
a close of 80. The market absorbed
the offerings in good shape and
closed with 80 bid.
Twenty shares of Railway preferred brought 75 and an odd share or
two of Washington Gas sold at 80.
Capital Traction 5s brought 98, a
price that is being bid with regu-

their homes to training camps or embarkation points. This service involved, not only a great deal of special train service, but the employment of nearly 15,000 passenger cars, a good many sleeping cars, 2,000 baggage cars and 4,500 freight cars. Yet there was no interference with ordinary traffic. This could not have been accomplished had not the government permitted the railroads, under the control of the railway war board, to be unified that the highest economy of movement and efficiency in service could be obtained.

That the public is responding cordially to these new and formerly prohibited railroad methods is recognized by the railroad war board. For that organization asserts that the public and especially the shippers are giving all the co-operation that is possible to the railroads in the handling of this increased traffic. This co-operation has made it possible for the railroads to reduce their passenger service by approximately 25,000,000 miles. In that way many locomotives, many freight cars and a great number of train crews have been so released that they have been able greatly to facilitate the movements of coal, food products and supplies needed by the government. This has all been accomplished under private management. The government does not control and have been and complished under private management. The government does not control and have been and complished under private management. The government does not control and her was conscitued the rail to the conditions prevailing in 1914. That the reports were without foundation was positively declared by President Noble, who characterized the ruince. values, which practically made new ditions prevailing in 1914. That the reports were without foundation was positively declared by President Noble, who characterized the rumor

accomplished under private manage-ment. The government does not con-trol and has not conscripted the rail-

roads. It has done no more than to permit the suspension of the operation of certain statutes which, if they were enforced, would have made this effi-

iency impossible.

It has all been a very great object

lesson, and the reason are excellent for believing that Congress and the people are learning a lesson. If they are, then the relation of the railroads

to the government and to the people will be beneficially changed and the desperate anxiety which the railroad situation has caused will be ended.

NEW YORK STOCK EXCHANGE.

Atlantic Coast Line....
Atlantic, G. & W. I...
Baldwin Locomotive...
Baltimore & Ohio ...
Baltimore & Chio pfd.
Bartinber Stad

Battimore & Chio ptd.
Bethlehem Steel. (Class B).
Bethlehem Steel (Class B).
Bethlehem Steel (Class B).
Bethlehem Steel (Class B).
Burns Bros.
California Packing.
Canadian Packing.
Canadian Packing.
Chandler Motor.
Channels & Oblo.

orn Products pfd.....

Pressed Steel Car pfd. Pressed Steel Car pfd. Pullman Car Co......

Reading Railway..... Republic Iron & Steel pfd... Republic Iron & Steel.....

Teras Co.
Tobacco Products.
Union Bas & Paper (new).
Union Pacific.
United Cigar Stores.
United Fruit.
Uniderwood

U. S. Steel pfd.
U. S. Rubber Lat pfd.
U. S. Rubber Lat pfd.
U. S. Rubber & Refining.
U. S. Alcohol.

York warehouses are 44,840 bales, against 53,052 bales a year ago.

Exports for the day aggregated 34,218 bales, including 18,124 bales to Great Britain, 4,529 bales to France and 11,255 bales to other points on the continent. For the season to date the clearances amount to 1,085,953 bales, compared with 1,272,000 bales in the corresponding period last season.

Spot here was steady at an advance of 45 points. There were no sales. Spot at New Orleans was effirm, with middling unchanged at 21,15. The sales were 3,445 bales.

Other port receipts were: Galveston, 24,62; New Orleans, 12,757; Savannah, 7,784; Charleston, 2,789; St. Louis, 6,23.

Furnished by N. L. Carpenter & Co.

Previous

8. Steel....

Suban Cane Sugar pfd......

HOLLAND.

as "simply ridiculous."

Carroll C. Glover, jr., has returned to business after several months' vacation. His partner, William J. Flather, jr., is hard at work "somewhere," tuning up as an aeroplane where," tuning up as an aeropiane mechanician, after which he ex-pects to enter government service. George E. Fleming, vice president of th Union Trust Company, is spending the last half of a month's spending the last half of a month's vacation in New Hampshire. O. H. P. Johnson, vice president of the National Metropolitan Bank, has returned from a prolonged vacation.

Washington Stock Exchange. Furnished by W. B. Hibbs & Co.

SALES.
Capital Traction, 25 at 80%, 19 at 8 Washington Railway & Electric pfd., After call:
Washington Gas, 1 at 60, 1 at 60, Capital Traction, 25 at 80, 25 at 80, Capital Traction, 25 at 80, 25

D. C. 2.65s L/berty Loan 3/4s GAS BONDS

MISCELLANEOUS BONDS.
Potomae Electric consolidated 5s. 101
Potomae Electric Light 5s. 101
Potomae Electric Light 6s. 100
American Tel. & Tel. 4s. 855
American Tel. & Tel. col. trust 5s. 17 American fee, & 101, Col. trust 38. Washerican Graphophone lat 68. District of Columbia Paper Mfg. 68 99 Washington Market 58, 1917. 95 Washington Market 58, 1917. 95 Wash. Market Cold Storage 58. 98 Security Storage and Safe Dep. 68. Norfolk and Wash. Steamboat 58. 100 Riggs Realty 58 (long)

Capital Traction 8
Washington Railway & Elec. com. Washington Railway & Elec. pdd. 7
Washington Railway & Elec. pdd. 7
Wooflolk & Washington Steamboat. 15
Washington Gas 11
TYPE MACHINE STOCKS.

Mergenthaler Linotype

FIRE INSURANCE STOCKS Arlington Coccoran Firemen's

TITLE INSURANCE STOCKS. TITLE INSURANCE STOCKS.

Real Estate

Chapin-Sacks

Chapin-Sacks

Clist. of Columbia Paper Mfg. Co... 149

Merchants' Transfer & Storage... 109

Merchants' Transfer & Storage... 199 Security Storage & Safe Deposit. 100
Security Storage & Safe Deposit. 100
Washington Market. 17
U. S. Realty Co. 128

"Ex-dividend,

110%

WASHINGTON PRODUCE.

Quotations given below are for large lots of good marketable goods only. Jobbers' prices are higher. Lower grades may be sold for less. Fancy goods command higher prices. EGGS-Fancy, strictly fresh 46; average receipts, 4465; Southern West Virginia, 43. CHEESE-New York State, factors, new, 27 a23.

CHEESE-New York State, factory, new, 27
a23.
BUTTER-Eigin print, 47%; Eigin tub, 46; process, 44; store-packed, 34a-38.
POULTRY-Live heus, per lb., 26-22; roostern, per lb., 13; turkeys, per lb., 28; spring chickens, per lb., 29; ducks, per lb., 30-22; geese, per lb., 10-13; keats, young, each, 40-30.
DRESSED POULTRY-Hens, choice, per lb., 25a-35; spring chickens, 25a-25 per lb.; turkeys, per lb., 30; roosters, per lb., 19-29; geese, per lb., 12-31.
LIVE STOCK-Sheep, per lb., 15a-154; immbs, spring, 18-154; calves, per lb., 12-13.
PORK-Small, per lb., 25; medium, 25; heavy, 25a-3.

25:24. SEEDS-Red clover, 13.50a14.00 per bu ; alsike

BALTIMORE PRODUCE.

Baltimore. Md., Oct. 16.-LIVE POULTRY-

continent. For the season to date the clearances amount to 1,085,953 abes, compared with 1,27,000 bales in the corresponding period last season. Spot here was steady at an advance of 45 points. There were no sales. Spot at New Orleans was stirm, with middling unchanged at 27,13. The sales were 3,455 bales.

Other port receipts were: Galveston, 24,40; New Orleans, 12,77; Savannah, 7,734; Charleston, 2,739; St. Louis, 6,23.

Furnished by N. L. Carpenter & Co.

Previous

Open. High. Low Close, close, January. 25,20 27,50 28,15 28,1

SCHOOL DAYS

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primes, per bbl., 3.00a3.25; do., Western Maryland and Pennsylvania, No. 1, per bushel, 1.50a 1.60; do., New York, No. 1, 1.40a1.50; do., Eastern Shōre, per bol., 3.00a3.25; do., native, per basket, 1.50a1.50; do., Sandal, 1.00a1.25; do., hulled, per bushel, 1.50a1.50; do., Western Maryland and Virginia, fancy, bulk, per bbl., 2.00a2.60; do., small, 1.00a1.25; do., Maryland and Pennsylvania, per bushel, 1.50a1.50; do., Western Maryland and Pennsylvania packed, No. 1, 2.50a2.50; do., No. 2, 2.55a 2.75; beans, native, per boshel, 1.50a1.50; do., New York, Oct. 16.—Sharp general recoveries in today's stock market york State, per dor., 25.00a2.00; celery, New York, Gomestic, per ton, 25.00a2.00; celery, New York State, per dor., 25.00a2.00; celery, New York, Oct. 16.—Sharp general recoveries in today's stock market york State, per dor., 25.00a2.00; celery, New York State, per dor., 25.00a2.00; celery, New York, Oct. 16.—Sharp general recoveries in today's stock market plants, noarby, per basket, 25.00a2.00; celery, New York, Oct. 16.—Sharp general recoveries in today's stock market york state, per dor., 25.00a2.00; celery, New York, Oct. 16.—Sharp general recoveries in today's stock market york state, per dor., 25.00a2.00; celery, New York, Oct. 16.—Sharp general recoveries in today's stock market york state, per dor., 25.00a2.00; celery, New York, Oct. 16.—Sharp general recoveries in today's stock market york state, per dor., 25.00a2.00; celery, New York, Oct. 16.—Sharp general recoveries in today's stock market york per dor., 25.00a2.00; do., today general recoveries in today's stock market york per dor., 25.00a2.00; do., today general recoveries in today's stock market york per dor., 15.00a2.00; do., today general general recoveries in today's stock market york per dor., 15.00a2.00; do.

CHICAGO GRAIN MARKET.

therest in that month is increasing. Considerable uncasiness was displayed by shorts of the process of the various futures today, and they were met half way by the longs, who were unwilling to see higher prices bid in the fear that government interference would ensue. St. Louis reported five cars new crop as having been received there yesterday. These receipts included two cars of No. 5, which graded 21.49 are cent moisture and sold at \$1.65. The No. 3 had \$1.75 bid and \$1.90 asked. Farmers were offering new corn at Southwestern market yesterday and they were also offering new corn to arrive in Chicago during the present month. The oats market was Marke lower for December, and Mark higher for May.

The market for hog products was firmer and higher today, gains being shown of 80 cents for pork, 25% to 45 cents for lard and as much as 80 cents for ribs.

CORN—

Open. High, Low. Close.

| December | 1.13 | 1.144 | 1.124 | 1.144 | 1.125 | 1.144 | 1.125 | 1.144 | 1.125 | 1.144 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1.125 | 1. January...... 40.75 41.45 40.75 41.30

NEW YORK BOND MARKET.

FROM 2:30 P. M. TO CLOSING. Chile Copper 7s.
C., C., & St. L., gen. 4s.
C., C. & St. L., gen. 4s.
Cuban-American Sugar 6s.
Denver & Rio Grande con. 4s.
Hocking Valley 4½s.
Hillinois Central Chicago Junction 5s.
Interboro Rapid Transit rfg. 5s.
Miscoccii

satisfactory even though lower than anticipated, met with approval.

It was reported that western raliroads will join with those of the east in demanding higher freight rates. The eastern roads are to be Chicago, Oct. 15.—There is a good sized open interest in the corn market on the Chicago Board of Trade. It is largely for December and May delivery, but January future is also being purchased by strong hands and the open interest in that mosth is increasing. Conjugate that mosth is increasing. cy to stiffen railroad shares. Steel and railroad stocks led the advance. The better feeling was advance. The better feeling was quickly communicated to the entire quickly communicated to the entire list. There followed a rally which held through the day, with but slight concessions at the close. Many stand-ard stocks closed at the days top

The day's net gains ranged from to 4 1-4 points, the latter advances being made by Republic Steel. United States Steel common advanced 3 1-4

and the preferred 2 points, Lacka-wanna Steel 2 3-4. Canadian Pacific gained 2 1-2, St. Paul 2 1-8. Chesapeake and Ohio 2 3-8. Union Pacific 3 1-8, Southern Pacific 2 3-8, and Delaware and Hudson 1 3-4. Central Leather advanced 2 3-4. Smelters 2 3-8, Acaconda 1 1-2.

PHILADELPHIA PRODUCE.

Philadelphia, Oct. 18.—BUTTER—The market ruled steady under moderate offerings and a fair demand. Western solid-nached creamery, fancy specials, 45%; extra, 44%a65%; extra firsts, 44; firsts, 43%; seconds, 2527%; nearby prints, fancy, 45; average, extra, 46a47; firsts, 44a5; sec-onds, 42a3; special brands of prints jobbing at 51a44.

onds. (243); special brands of prints jobbing at 51a54.

EGGS—Faner fresh nearby eggs scarce and firm, with demand fair, but ordinary stock dull and wesk. In free cases, nearby firsts, 12,50 standard case; current receipts, 12,50 case; seconds, 10,50a11,25 case; western extras, 12,50 case; firsts, 12,50 case; seconds, 10,50a11,25 case; fancy selected fresh eggs jobbing at 57a51 dozen.

DRESSED POULTRY—Fords, 12 to box, milk-fed, dry-picked, fancy selected, 32; 4½ lbs, and over apiece, 31; 4 lbs, apiece, 30; 3½ lbs, apiece, 30; 3 lbs, apiece, 2229. Fowls, iced, in barrels, fancy, dry-picked, weighing 4½ lbs, and over apiece, 31; 4 lbs, apiece, 30; 30%; small sizes, 21a25; old roosters dry-picked, 22. Broiling chickens, weighing 1½ lbs apiece, Jersey fancy, 35a36; Virginia, fancy, 35a30; other nearby, 25a25; western, 25a25; chickens, Western, weighing 2½s3 lbs, apiece, 25a30; 5½ lbs., 25a25; chickens, Western, weighing 2½s3 lbs, apiece, 25a30; turkeys, fresh killed, iced, lb. Western, best here, 24a25; common, 25a22; ducks sming, 25a25; common, 25a25; ducks sming, 25a25; common, 25a21; Western, weighing 4 lbs. and over apiece, 28:30; 3% lbs., 25aB; chickens, Western, weighing 2%s3 lbs. apiece, 24aB; turkeys, fresh killed, deed. lb. Western, best here, 24aB; common, 20a2; ducks, spring, 25aB.

LIVE POSLTRY-Fowls, as to quality, 21a2s; roosters, 19aB; spring, chickens, not Leghorns, according to quality, 21a2; white Leghorns, 19a 21; ducks, Pekin, 21a22; Indian runners, 19aB; 21; ducks, Pekin, 21a22; Indian runners, 19aB; spring, 25aB; turkeys, 25aB; squines, young, pair, weighing 15aB lbs, apiece, 30a1.00; smaller sizes, 70aE3; old, pair, 60aE3.

LIVE STOCK MARKET.

LIVE SIUUN MARKELA.

Chicago, Oct. 16.—HOGS-Receipts, 13,000;
dull. Bulk, 17.10a18.10; hight, 18.30a18.75; mixed.
18.70a19.35; heavy, 18.60a18.35; rough, 18.60a16.80;
pias; 11.75a18.60.

CATTLE-Receipts, 16,000; weak. Native
steers, 7.00a17.45; Western steers, 6.15a14.25;
stockers and feeders, 6.30a11.60; cows and helfers,
5.00a12.15; caives, 9.30a16.00.

SHEEP-Receipts, 13,000; strong. Wethers,
9.10a13.50; lambs, 12.35a18.00.

Pittsburgh, Pa. Oct. 16.—HOGS—Receipts, 500; lower. Heavies, 18.25a15.56; heavy yorkers 18.00a18.25; light rorkers and pigs, 17.00a17.25. SHEEP AND LAMBS—Receipts, 600; stendy lop sheep, 11.75; top lambs, 17.25. CALVES—Receipts, 200; steady. Top, 16.50.

NEW YORK MONEY. New York, Oct. 16.—Money on call at the took Exchange opened at 3½ per cent; high, or cent; low, 3½ per cent; closed, 4 per cent lost of the day's loans were made at 5½n6 per cent.

NEW YORK CURB MARKET.

ing was the feature of the cure market today as opposed to the professional and selling interests recordly. As a result prices required and although the gains were small they were maintained throughout the afternors.

Industrials showed greatest strength at the start; and dealings were comparatively larger than they have been in the past week. The lower priced shares were the feature, holding their small gains through the day. Higher priced issues were stronger and active.

Quotations furnished by W. B. Hibbs & Co. Bild. Asked.

Actna Explosives alumet and Jerome. neden Oil and Gas pfd. 30-5

Maxim Munitions Marritt Oil Metritt Oil
Metropelitan Petroleum
Midwest Oil cotn
Midwest Oil pfd.
Midwest Refining
Mitchell Motors le Eng.

AMERICAN PENWOMEN TO HEAR WAR TALKS

The League of American Penwomen is to hold its first meeting of the season at 8 o'clock to night in the bailroom of the Hotel Lafayette, to which the public is invited. In addition to two addresses of descriptive of conditions in the war sone, there will be musical numbers under the direction of Madame Susanne Old-

The first talk will be by Miss Am The first talk will be by Miss Amy Bernardy, one of the leading writers and teachers of Italy, who has turned her home at Carrara, Italy, into a school for the accommodation as well as protection of children of soldiers made homeless by process of war. German airplanes dropped bombe near the schoolhouses.

A lecture on "Russia and Her People," by Dr. Edward Egbert, late chief cicerk in the American Red Cross at Kiev, Russia, will be one of the features of the evening.

By DWIG Results of Shopping Contest

Herewith are published the winners of the final contest of the series of shopping contests conducted by The Herald. It is only fitting in closing to say that this was one of the most successful contests con-

The Herald reader has been brought to realize the value and saving gained by shopping through the "ad" columns of this paper.

The business man has profited by the increased sales brought to his door by this educational campaign.

The Herald has in turn also profited. It lies chiefly in the satisfaction of having brought the reader and advertiser in close touch because of its columns acting as the medium.

Read The Herald "ads" and save money.

NO. 1. 202 Eleventh St. S. W. Washington, D. C. Oct. 10, 1917.

Dear Shopping Editor, Washington

For weeks I needed that great con-servator of food in the kitchen—a double boiler, that beats the high cost of living by being the utensi that best cooks cereals, custards, sauces, reheats left-overs and keeps meals warm. eals warm. Opportunity knocked at my door to-

day. The Herald, with advertise-ment of good kitchen and cooking wares. No longer the dread to "go That advertisement gave for the

boiler the three essentials of systematic shopping-size, quality and Equipped with the information I

went direct to the counter, asked for exactly what I wanted without loss of time to either the clerk or myself. The boiler sold at \$1.75, special price. The trip consumed fifteen minutes. I saved a dollar, I have an aluminum food conservator that will last a life-time. I had not to search the shops but merely read The Herald. Thank

MRS. M. E. HUDDLESON, 202 Eleventh St. S. W.

The Shopping Editor,

The Shopping Editor,

The Washington Herald, City:

Dear Sir-It is not an unusual thing for me to make purchases which prove to be of exceptional value through the reading of The Washington Herald "ads." I have confidence in them as they read so assuringly and seem to impress one with the genuineness of the values being offered that I do not hesitate to, at least, investigate anything The Herald advertises in which I may be interested. One recent purchase which I made was of some of the Wm. Rodgers' silverware, as The Herald so well puts it, "some discontinued patterns" which was being sold by one of our most progressive departoned on the state of the state of

1723 Thirty-fifth street northwest.

Washington, D. C., Oct. 13, 1917. My Dear Shopping Editor, The Washington Herald.

Everything purchased at speaks for itself. Each day is more attractive than the last, and seems to bring a surprise for the numerous shoppers, from the kitchen to the parior, clothing of every description for children and grownups, from tip to toe, I haven't tried the shoes yet but such a 'love of a hat' did I get there and a wonderful bargain it was. I visited a number of exclusive shops and found a great many beautiful I visited a number of exclusive shops and found a great many beautiful hats, but simply could not afford to pay the prices. I remembered the ads in The Herald which seem to be our daily advisors, and I went to the and found just what I wanted and almost the identical I had priced at other places but I saved just \$5 which will make one payment on my "Liberty Bond."

Their millnary department is so

Their milinary department is so popular because of the most correct style, metchless values, incomparable variety and moderate prices. I was also enabled to make other

of these places.

Very truly yours, (Miss) MABEL DYER, 219 S Street N. 3.

which I made was ...

Wm. Rodgers' silverware; as The ...
ald so well puts it, "some discontinued patterns" which was being soid by one of our most progressive department stores as advertised in The Herisald of the 6th. I purchased some knives, forks and spoons, making a knives, forks and spoons, making a second was a sould were great, the prices very reasonable for "war times" the material superior to that I had looked at elsewhere, so if I continue this well at elsewhere it is the processive department of the state of

When Your Purchases Are Delivered

Through a Co-operative Delivery

You Know that You Are Dealing with a Store Co-operating With the Government in Saving Gasoline, Automobiles, Man-power,

This system of economical delivery is an association of the undersigned Washington merchants banded together in response



to the call of the government to economize in their deliveries and save through this economy the Man-power, Machines, Gasoline, Rubber, Etc. All of which are vital necessities in the prosecution of the war and to be conserved to the utmost, a movement that needless to say has the endorsement of the Joint Committee of Consumers.

The Council of National Defense estimates that the average increase in price the consumer must pay for articles delivered is from 2 to 4 per cent on total sales.

An Associated Delivery such as these merchants have gone into reduces this cost to approximately

ONE-HALF OF ONE PER CENT

GOLDENBERG'S-The Dependable Store, 7th and K Streets. KING'S PALACE-Department Store, 810 7th Street. ROBINSON, J. E.-Music, 1306 G Street. S. & H .- 5c, 10c and 25c Store, 818 7th Street. HIRSH SHOE STORES-1026-28 7th Street. KRESGE 5c AND 10c STORE-11th and G Streets N. W. SIGMUND'S-Suit and Hat Shop, 736 7th Street. GAMOND CO .- Ladies' Specialties, 402 7th Street. MORRISON PAPER CO .- 1009 Penna. Avenue. ZIMMERMAN'S-Millinery, 1111 G Street. GROSNER'S-Representing the House of Kuppenheimer, 1013 Pa. Ave.

WALFORD, D. N.—Jewelry and Sporting Goods, 909 Penna. Avenue, LADIES' CAPITAL HAT SHOP—508 11th Street. SISMAN COHN CO .- Furriers' and Ladies' Wear, 12th and G Streets, LOWDERMILK & CO.—Books, 1420 F Street N. W. KAUFMAN, D. J.—The Man's Store, 1005-7 Penns. Avenue. O'DONNELL'S DRUG STORES.

Adler & Son, abots, 708 7t hat, nw.; Estelle S. Andrews, millinery, 1115 G st. uw.; Asso-ciated Drug Store, 7th and G sts. nw.; Castelberg's, jewelers, 165 Pa. avc.; D. Derzavitz,

telberg's, jewelers, 555 Pa. src.; D. Derzavitz, hardware, 613 fth st.; Eiseinan Bros., 565 fth st. st. fth st. fth st. is foote, excepting motion, 1300 G st.; Friedlander Bros., clothiers and haberdashers, 423 kth st.; Genna Co., millinery, 175 fth st. nw.; Goldsmith & Co., feweler, 1205 F st.; I. Haas & Co., tallors, 171 F. are; Friedlander Bros., clothiers and baserdashers, 425 kth st.; Genna Co., feweler, 1205 F st.; I. Haas & Co., tallors, 171 F. are; Friedlander Bros., feweler, 1205 F st.; I. Haas & Co., tallors, 171 F. are; Shop, women's wear, 1212 F st.; N. Hem' Sone, bench-made footwers, 101 Fs st.; N. Hem' Sone, bench-made footwers, 101 Fs st.; Hartes Boop, women's wear, 1212 F st.; N. Hem' Sone, bench-made footwers, 101 Fs st.; Hartes Glother Bros., jewelers, 101 Fs st.; Friedlander, 101 Fth st.; Schmedtle Bros., jewelers, 101 Fth st.; Schmedtle Bros., jewelers,

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